

LAMB'S DESIGNS HELPED BRING BUILDING WAVE

A specialist in theater building, and confining his efforts solely to that phase in designing, Thomas W. Lamb, whose architectural skill has netted him the reputation of being the foremost architect in theatrical building programs, also designed Loew's State and Loew's Palace theaters in this city.

Mr. Lamb has undoubtedly designed more theaters, not alone for the Loew circuit, but every circuit in the country, than any other architect. His plans are also credited with resulting in the tremendous theater building campaigns now sweeping throughout this country and Canada.

Some years ago with moving pictures growing in favor to a phenomenal degree, and theater accommodations rating low in comparison with the enormous increase in patronage, controllers of the largest circuits began to cast about for ideas, whereby larger and better playhouses for pictures could be erected.

The former gallery came to a passing of the ways with the designs laid out by Mr. Lamb, because of the uncanny line of vision they furnished the spectator. Two floor theaters with the main entrance to the balcony and mezzanine floor, the plan of Loew's State, became the vogue, and Mr. Lamb's ideas on modern theater construction were not only accepted in their entirety, but were copied to a great measure by others. His twentieth century ideas on improved ventilation helped those conditions, and especially in Southern states, where the usual custom of "closing down" during the hot summer months was not only altered but abruptly reversed. Steep inclines to lobbies, orchestra and balcony floors were also changed to a more comfortable grading, while the general lines in design were to give a wider and more roomy atmosphere. With the completion of Loew's State in New York city, the "home" state of the circuit, Mr. Lamb expects to reach the zenith of his career. The Rialto, Rivoli, Strand and Capitol in New York, and considered the leading motion picture theaters of the country, were designed by him.

Cracks Keaton's Rib With Comedy Brick

Brick-throwing in a comedy scene this week at the studios in Hollywood, where Buster Keaton comedies are produced for distribution through Loew-Metro, cost that star a fractured rib.

Buster has the titular role in his latest comedy-in-the-making, which is a part of Loew's State opening program, and, needless to state, there are times when the action becomes fast and heated. On this particular day one guard suffered a severe cut on his left forearm, and another sprained an ankle. Both retired from the scene of the battle.

Although Buster got off easily during the early part of the day—his fellow actors being careful when they swung and let go of bricks, rocks and other implements, to aim only at his head—one fellow's aim was bad; he heaved a young boulder which cracked a rib.

A SPECIALIST IN THEATERS



THOMAS W. LAMB.

Thomas W. Lamb, architect, designed Loew's State and Loew's Palace theaters.

HOUCK FURNISHES PIANO FOR STATE

The O. K. Houck Piano company has furnished the Vose Grand piano to be used at Loew's State theater, which opens Thursday. The purchase by Manager Ben Stainback of this instrument adds another chapter to his 30 years' experience with this institution. The O. K. Houck company claims that he never has gone elsewhere in his local deals.

This instrument was to have been placed on exhibition but for the fact that a new show window is being installed.

"The Man Who Lights Broadway"

"Some blazer," remarked a youngster, as the gigantic Loew's State electric sign swung out from the front of the building last week.

"Some work," murmured a short, stocky individual, who clung to the edge of the huge frame work, and incidentally clung there until its giant hinges were set and all bolts were driven. The man happened to be P. J. Martin, electrical sign constructionist of New York, whose name carries the descriptive phrasing, "The man who lights Broadway."

Martin has not only designed the vast majority of New York's largest electrical signs, but swung them himself, which perhaps accounts largely for his success. From Bronx to Battery, his ideas glare and are emblazoned through mammoth electrical signs, brightening "the great white way," and the most famous street in the world.

How's that Loew's State sign on Main street? Some starter, should be something great inside. And have you noticed what a glare it gives the main drag?

BUILDING ITEMS

The furniture supplied Loew's State by S. Karpen Brothers, New York and Chicago, is copied from the Georgian furniture of the king's palace, Hampton court, England, and is finished in rose and gold. Ladies' reception room is in rich wisteria wicker, and draped in flower and bird linen, hand blocked.

Exterior and lobby card posters are by Balton & Sons, 118 Monroe avenue, Memphis, and are exceptional in design and coloring. Specially prepared paint of the booth is with a mixture that will not absorb light.

All draperies over boxes and all rigging on stage are by William Camp, New York. Mr. Camp has hung the draperies in all Loew theaters and in the theaters of other large circuits.

The woodwork, circassian walnut balustrades, and mahogany and cabinet work was supplied by the Jacob Frolich Cabinet works of the Bronx, New York, and one of the foremost organizations of its particular line in the United States.

The natty, neat uniforms, worn by the doorman and various attendants, were designed and tailored by the Russell Uniform company of New York city.

Two important building phases, without which all other trades would be useless, are the bricks, lime and cement used. The Memphis Brick and supply company not only supplied the material in vast quantities, as did the Fischer Lime and Cement company, 289 Walnut street, but on time, which is the most essential point.

The latest type of vacuum machine, used in the larger buildings and with enormous drawing capacity, was installed by the Spencer Turbine Cleaner company, 101 Park avenue, New York city.

Kiehl Brothers, of New York city, unexcelled in the art of stage and electrical equipment, fitted out the stage of Loew's State and Loew's Palace theaters.

Electrical construction, entailing every bit of wiring is one of the most important phases in building. Its part in theater building almost predominates all other trades and must be handled by one thoroughly familiar with theater wiring. The Edwards Electrical company, 7 East 45th street, New York city, completed the contract for Loew's State theater.

Composed entirely of steel, and baked for hours, the "Panic Prufe doors," at Loew's State theater, can be opened with an eight-pound pressure. This means that a child just barely able to walk could open them easily unassisted. They were supplied by the Panic Prufe Products company, 531 Seventh avenue, New York city.

The various plaster ornamentations which will undoubtedly attract your attention because of their unusual design, were supplied by the Architectural Plaster company, 624 First avenue, New York city.

The Pittsburgh Plate Glass company, installed all the plate glass at Loew's State theater. Their representative is located at 181 Madison avenue.

The Klein Manufacturing company, makers of "custom made" building necessities, at Cleveland, Ohio, used

their waterproofing paint at Loew's State, a process that has not only brought unusual success to them, but has been adopted as a standard necessity in completing buildings of importance.

The Lee Lumber company, with yard and offices at 378 Rayner avenue, supplied all the lumber of unusual footage at Loew's State.

Radiator grille, fronting every radiator at Loew's State, were quickly supplied by the Memphis Wire and Iron works.

Drinking fountains that mean "perfect sanitation," were among the successful installations of the J. W. Hull Plumbing company, 229 South Bellevue boulevard, Memphis. Their work also consisted of all plumbing fixtures both back and front stage, and was completed before schedule time.

Fronting and skirting the building proper, the ornamental iron work of the Globe Iron works, whose home offices are located at 445 East 185th street, will attract attention.

Brass railings to be found in the lobby, along the grand staircase and along the front tier boxes, were placed by the Newman Manufacturing company, 717 Sycamore street, Cincinnati, Ohio, specialists in their line.

An artistic achievement has been recorded by the Central Mosaic Tile, Marble and Terazzo company, 15 South Fourth street, Memphis, whose work, consisting of the four phases outlined in their company's tile, will be found in abundance throughout the theater.

How Loew Theaters Equip Their Staff With Neat Uniforms

Another highly important factor of the theater is its general appearance. Although the building itself be a work of art, other details are apt to be neglected, and one important detail that must be considered is the proper dress for the attendants—the uniforms.

Loew's State theater has given this matter careful consideration, and the result is that the male employees are all equipped with neat, conservative uniforms that will designate their official capacities.

When Marcus Loew announces that he will open a theater, the matter of uniforms immediately is attended to. The Russell Uniform company, of 1600 Broadway, New York city, which furnished the uniforms for Loew's State theater, and many others of the Loew chain, is notified that Loew, Inc., contemplates opening another theater, and they then furnish some sketches of various designs, which are approved by Mr. Loew. Forty-eight hours after the sketch has been approved the uniforms have been delivered to the theater for which they were ordered. This is likewise true in the case of Loew's State theater, for the Russell Uniform company had only 48 hours to complete and deliver the order. This was accomplished without any difficulty.

The Russell Uniform company has succeeded in establishing a national reputation for itself in a comparatively few years. Not only is it the maker of all uniforms for all of Marcus Loew's theaters, but it also numbers among its many patrons the greatest commercial institutions in the United States. Furthermore, it is outfitter for clubs, military academies, police, fire and postoffice departments, and numerous other branches of industry.

I used 40,000 feet of hemp to rig

Loew's STATE

Wm. Camp

NEW YORK CITY

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VICTORIA
BOULEVARD
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OF NEW YORK CITY

—ALSO—

Loew's

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LONDON
WINDSOR
TORONTO
MONTREAL AND
OTTAWA
THEATERS OF CANADA

AND IN THE PRINCIPAL CITIES OF THE SOUTH AND SOUTH-WEST THAT BOAST A LOEW THEATER

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Suggest that you take particular notice of the handsome mantel pieces along the promenade—the balustrade of Circassian walnut—and the neat wood finishing touches in the various reception and rest rooms at—

5 BIG ACTS

Loew's STATE

1ST RUN FEATURE PICTURES

representing their contribution to the erection of the South's largest theater.